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THE PERSONAL TRAVEL MARKET IN THE UNITED STATES

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The Personal

Travel Market

In the United States

This is one of a series of marketing research reports provided as a service to the newspaper business and its advertisers. This study was prepared by the Barrow Information Group (P.O. Box 8118, Silver Spring, MD) for the Newspaper Advertising Bureau, Inc.

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INTRODUCTION

In the Fall of 1985 the Department of Regional Industrial Expansion, Tourism Canada, conducted a lengthy study of the U.S. pleasure travel market among a national probability sample of almost 9,000 U.S. residents, 16 years or older.

It did so, according to its report, because "Tourism is one of Canada's largest industries, generating $20 billion annually in the Canadian economy and employing some 600,000 people directly" and because the U.S. is Canada's "largest market and best potential source of increased tourism revenue."

Tourism Canada has graciously permitted the Newspaper Advertising Bureau to have access to the original data for its own analysis. This report is the result of that analysis.

The study, which defined pleasure travel as "any trip that was not made solely for business or personal reasons such as weddings, doctor's appointments and the like" which required travel of more than 100 miles from home and at least an overnight stay, contains information on:

The number of such trips (classified into eight categories) in the past year, the destination and length of the trips.

Media and non-media sources of information used in

planning a randomly chosen trip from among seven of the eight trip-types and services used (such as airlines, car rentals, hotels/motels, etc) during the trip.

Future plans.

And, of course, key demographic information (such as age, sex, marital status, household income, education, geographic area and Hispanic origin).

The study also contains information not analyzed for this report on attitudes towards and expectations of selected destinations and on the kind of activities pleasure travellers feel are important in their choice of a particular kind of trip.

The original research and the data tabulation for this report was done by The Longwoods Research Group Limited of Toronto, Ontario. The data were analyzed by Lionel C. Barrow, Jr., of Washington, D.C., under the direction of E. Stuart Tolley, vice president, director of research, Newspaper Advertising Bureau.

Analyses of the characteristics of certain key subgroups (flyers; car renters; persons who purchased a packaged vacation trip, let a travel agent book the trip, stayed at a hotel, motel or resort lodge) are included in separate appendices.

HOW THE STUDY WAS DONE

A multi-stage, probability procedure was used to obtain information from 8,873 respondents.

First, the nation was stratified into nine Census divisions (New England/ Middle Atlantic/ East North Central/ West North Central/ South Atlantic/ East South Central/ West South Central/ Mountain/ Pacific) and approximately 1,000 interviews were conducted in each region.

Secondly, following a set of screening questions to ascertain the age, sex and travel status of each person in the household, an interview was conducted with a person, 16-years-old or older, chosen at random. Age and sex quotas were used to assure appropriate representation. Up to three callbacks and other special efforts were made to reduce the non-response rate and to achieve an interview with a designated respondent. No substitution was permitted.

Finally, after ascertaining certain generic pleasure trip information (that is, number of trips, length and destination of the longest trip in a particular trip category) from the designated respondent, other travel information (sources of information used in planning the trip, services used and attitude data) were obtained only

for a single, randomly chosen pleasure trip -- if the respondent had taken more than one during the past 12 months.

The screening interview averaged five minutes and the rest of the questionnaire with a qualified respondent averaged 50 minutes.

Data were weighted to reflect the age and sex distribution in a particular Census division and the division results were also weighted to reflect their appropriate proportion in the nation as a whole.

In this analysis, the terms "Primary Pleasure Traveller" or "Primary Pleasure Travel" market (PPT, for short) refer to those persons, 16 or older, who took a trip in the last 12 months that required travel of more than 100 miles and a stay of at least one night away from home AND whose trip was not solely for business or personal reasons such as weddings, doctor's appointments and the like or whose trips were not solely to visit a relative or a friend.

To summarize, the Primary Pleasure Travel (PPT) Market consists of those who:

-- are 16+;

-- took an overnight trip 100 miles from home in the past 12 months;

-- whose trip was not solely for business or personal

reasons or to visit friends or relatives.

The study contains specific information on eight kinds of trips. The trip types were defined in the Tourism Canada study as follows:

1) A visit to friends and relatives is a trip whose primary purpose is to visit and spend time with friends or relatives.

2) A close-to-home leisure trip is a trip to a place close to home where you can enjoy facilities related to a beach, lake, seashore or park.

3) A touring trip is one by car, bus or train through areas of scenic beauty, cultural or general interest.

4) A city trip is a journey to a city where you may shop, visit museums, enjoy entertainment, dine, attend plays or concerts, or just stroll around and enjoy the city

5) An outdoors trip occurs in a natural area where you may engage in activities such as camping, hunting, fishing, hiking or rafting.

6) A resort trip is a journey to a resort or resort area where a wide variety of activities such as beaches, skiing, golfing, tennis and so on, are available nearby or on the premises.

7) A cruise is a trip on a cruise ship where you

enjoy all of the on-board activities and planned stops at points of interest along the way

8) A trip to a theme park, exhibition or special event is taken primarily for the purpose of visiting a major theme park or exhibition or special event such as a Super bowl, World's Fair or Olympic Games.

If a respondent indicated that a trip could fall into more than one trip type, the respondent was told to make the trip selection "based on the primary purpose of the trip. Thus, a particular trip was classified into one and only one category. Interviewers were also instructed to "be sure that a trip classified as a trip to visit friends and relatives is a trip whose prime purpose is to spend time with friends and relatives."

Finally, as already noted, anyone whose only pleasure trip was a type 1 (to visit friends and relatives) was not classified as a "Primary Pleasure Traveller." Only those who took a trip of types 2-8 were so classified.

HIGHLIGHTS

Approximately three-quarters (74%) of all U.S. residents (16 years old or older) took at least one pleasure trip in the past 12 months during which they travelled more than 100 miles and stayed at least one night away from home, for some purpose other than to visit a relative or friend.

They took an average of 3.6 such trips a year, lasting more than four days.

The Primary Pleasure Travel (PPT) market, therefore, projects to 136 million persons, 490 million trips, and 2 billion person-nights.

The 4.1 day average stay per trip also varied considerably by type-of-trip, as one would expect. For example, Touring trips averaged 8.0 nights, Cruises, 6.3, and Resort trips, 5.0.

On the average, PPT travellers spent 1-2 months planning their trips and 26% spent three or more months planning. Impulse travellers (that is, those who did their planning on their departure date) comprised only 7% of the PPT market. There were considerable differences by type of trip. For example, 55% of the Cruises were planned three or more months ahead while only 16% of the Close-to-Home, 18% of the City trips and 19% of the Outdoor trips were planned

that far ahead.

PPT travellers are more likely to travel in groups than they are to travel alone or in pairs. Only 6% travelled by themselves and only another 29% travelled only with a "spouse or partner." This is particularly true of the visitors to Theme Parks (which includes special events.) Only 3% of the persons taking this kind of trip travelled alone and only 20% travelled only with a spouse/partner.

In general, people living in one part of the country were just as likely to have taken a pleasure trip in the last 12 months as were those living in some other part of the country. Age, sex and education, also bore little, if any, relation to being or not being in the PPT market.

However, there were some interesting differences for the individual trip-types. For example: 41% of the Theme Park travellers lived in the South whereas only 32% of all PPTs lived in the South; Men outnumbered women 55% to 44% as Outdoor travellers but women equalled or exceeded men on most of the other trip-types; 51% of the Cruise travellers were high school graduates (with no further training), compared to 38% for all PPTs; 49% of the Resort travellers had at least some college education and 25% were college graduates, compared to 41% and 19% respectively for the entire PPT market.

Two out of three persons in the PPT market were married.

The PPT market is somewhat upscale, in income. According to 1984 Census figures, the average (median) household income was $22,415. The average (median) household income for the PTTs who answered the question was $28, 417. (It should be noted that 18% of the sample did not provide income data). Forty-nine percent of the PPT market earned $25,000 or more and 13% had total household earnings of $50,000 or more. With reference to the individual trip-types, 19% of the Resort travellers and 16% of the Cruise travellers had household incomes of $50,000 or more.

As could be expected, motels (34%) and hotels (26%) were the accommodations more frequently used by these travellers. There were, however, considerable differences by type of trip. Touring, City Trip and Theme Park travellers were above average in their use of motels and hotels but few Outdoor travellers used either (9% used motels, 3% used hotels for lodging during their trip).

Sixteen percent of the PPT market flew; 15% had their trip booked by a travel agent; 13% used a package trip and 8% rented a car. Again, the differences by type of trip were considerable. For example, 41% of the Cruise, 29% of the Resort, 27% of the Touring and 21% of the City Trip

travellers flew but only 4% of the Outdoor and 3% of the Close-to-Home travellers did so.

Only six airlines were used by 5% of more of the flyers. They were: Eastern (12%), Delta and United (11%), American (10%), TWA and Western (5%).

Friends (mentioned by 49% of the PPTs) and Travel Agents (12% mention) ranked at the top of the list of the sources consulted for information prior to making the trip.

Newspapers and Travel Magazines (mentioned by 8%) tied for first place among the media sources used and Television ranked third (5% mention). While there was a great deal of multiple use of media sources, Newspapers and Travel Magazine users were least likely to have consulted other media.

Some interesting differences appear when one examines media use by those who took a long time to plan their trip (that is, those who took a month or more to plan the trip) and those who took a shorter time to plan the trip. Newspapers ranks first (with 7% mention) and Television ranks second (with 6% mention) among those who took less than a month to plan their trip. Travel Magazines (with 11% mention) ranks first and Newspapers (with 8% mention) ranks second among those who took a month or more to plan the trip.

As mentioned earlier, a great deal of information was gathered on seven of the trip types (Close-to-Home, Touring, City Trip, Outdoors Trip, Resort Trip, Cruise and Theme

Park. See pages 5 and 6 for a description of these labels). Three characteristics stand out. Every one of the seven groups contained more married people that it did people who were single, widowed, divorced, etc. Each group's family income was above the U.S. average of $22,415 and very few of any of the groups took a trip alone.

The other characteristics that distinguished each group from the total were as follows:

CLOSE-TO-HOME pleasure travellers, compared to all PPTs, took shorter trips, did not spend as much time planning the trip, were more likely to plan to take the same kind of trip in the next two years.

Few of the Close-to-Home travellers consulted a travel agent, flew or rented a car. They stayed in motels to a greater extent than hotels. Newspapers and magazines were the media the Close-to-Home travellers consulted the most.

TOURING pleasure travellers, compared to other PPTs, took longer trips, planned ahead more frequently, used package trips, hotels, motels, airlines and car rentals to a greater extent.

Touring travellers were less likely to live in the South or the West, were somewhat older than and not as well educated as other PPTs. Travel magazines and newspapers were the media most frequently consulted by the members of this group.

CITY TRIP pleasure travellers, compared to all PPTs, took shorter trips, were not as likely to plan ahead or to

plan to take the same kind of trip in the next two years.

City Trip PPTs were above average users of hotels and airlines, average users of motels. The group contained an above average percent of Hispanics and single people. Few of the City Trip PPTs consulted a travel agent while planning the trip. Travel magazines and newspapers were the media most frequently consulted.

OUTDOOR pleasure travellers, compared to all PPTs, took shorter trips, spent less time planning the trip, were least likely to consult the mass media while planning their trip.

Outdoor PPTs were not as likely to live in the South or the West as and were less well educated and younger than other PPTs. Very few of the Outdoor travellers stayed in a hotel or motel. Two out of three stayed in a campground/trailer park. Few of them flew or rented a car. Travel magazines and newspapers were the mass media most often consulted.

RESORT pleasure travellers, compared to all PPTs, took longer trips, planned ahead, used package trips, flew, rented cars and consulted travel agents more frequently.

Resort PPTs stayed in hotels to a greater extent than they stayed in motels. They were considerably above average in income, somewhat above average in education, below average in the percent of Hispanics. They consulted mass media to a greater extent than other PPTs. Travel magazines and newspapers were the media most frequently consulted.

CRUISE PPTs, compared to all PPTs, took longer trips and were more apt to plan ahead, to fly and to rent a car. The group contained somewhat more Southerners and people from the West and somewhat fewer college educated individuals than the other groups.

Two out of three Cruise PPTs consulted a travel agent. Six out of ten went on a package tour but only one out of three said they definitely would take a cruise again in the next two years. They were above average in the extent to which they consulted mass media and travel magazines and newspapers were the media most frequently consulted.

THEME PARK travellers, compared to all PPTs, took slightly shorter trips and were average in the amount of time spent planning the trip.

They were somewhat younger and more apt to come from the South than other PPTs. Theme Park PPTs were twice as apt as other PPTs to consult the mass media. Television and newspapers were the media most often consulted.

DETAILED FINDINGS

Overview

In the 12 month period preceding the Fall, 1985 interviews, 89% of the sample took one or more pleasure trips. However,15% only took a trip to visit friends or relatives. The Primary Pleasure Travel market, therefore, includes 74% of all US residents, 16+. These travellers took 3.6 trips during the year and spent an average of 4.1 nights on their trips.

Since there were in 1985 (according to Census Bureau statistics) some 183.01 million persons, 16-years-old or older, living in the United States, the figures for the PPT market project, approximately, as follows:

Number of PPTs	136 million
Number of PPT trips	490 million
Number of person-nights	2 billion

Table 1 includes the percentages for the individual types. The most common type was the trip to visit friends or relatives which was taken by 51% of the 16-years-old and older sample. Close-to-Home ranked second in popularity with 30% of the sample having taken one in the past year. The Touring trip ranked third (20%) and the Outdoors and the City Trip tied for fourth with 18%.

TABLE #1

PERCENT OF PPTs* TAKING A PARTICULAR TYPE OF VACATION TRIP IN THE PAST YEAR

	TOTAL
Base (All respondents)	(8873)
Visit Friends/ Relatives	51%
Close-to-Home	30
Touring trip	20
Outdoors trip	18
City trip	18
Resort trip	16
Theme Park	10
Cruise	2

NOTES:

All bases are unweighted.

Totals add to more than 100% because of multiple responses.

PPTs = Primary Pleasure Travellers

Length of Stay In Nights

Although Close-to-Home ranked first among the Primary Pleasure Travellers in percent taking a trip, it ranks at the bottom of the list (with an average stay of only 2.7 nights compared to 4.1 for all trips) in terms of average length of stay. Touring (8.0), Cruises (6.3) and Resort (5.0) trips rank at the top of the list.

Fifty percent of the Cruise travellers stayed 6-10 nights and an additional 14% stayed longer than that. While only 27% of the Touring travellers stayed 6-10 nights, 30% stayed 11 nights or more, thereby accounting for the higher average for the Touring travellers.

TABLE # 2

LENGTH OF STAY IN NIGHTS

	TOTAL	Close home	Tour-ing	City trip	Out-door	Re-sort	Cru-ise	Theme Park
Base(All PPTs*)	(6182)	(1743)	(1041)	(1051)	(769)	(1020)	(115)	(478)
# of Nights:								
One	12%	15%	6%	18%	10%	6%	9%	22%
Two	18	24	9	22	19	11	6	24
Three	13	13	9	13	15	13	4	13
4-5	15	14	15	18	13	17	14	16
6-10	21	16	27	14	21	33	50	15
11-15	8	5	15	4	8	9	10	4
16-20	2	3	4	2	3	1	1	**
21+	7	7	11	4	8	5	3	2
No answer	4	3	4	5	3	5	3	4
Average***	4.1	2.7	8.0	3.3	3.4	5.0	6.3	3.9

NOTES:

All bases are unweighted.

*PPTs = Primary Pleasure Travellers

** = Less than 0.5%.

*** Data taken from Tourism Canada report.

When Planning Started for Trip

On the average, PPTs spent 1-2 months planning their trip but 7% did their planning on the "same day as departure."

There are considerable differences by type of trip. For example, more time was spent planning the Cruise, Touring and Resort trips than was spent planning the other types of trips. 55% of the Cruise trips were planned three or more months in advance whereas only 16% of the Close-to-Home, 18% of the City and 19% of the Outdoor trips were planned that far ahead.

Eleven percent of the Close-to-Home and 9% of the Outdoor trips were planned on the same day as departure.

TABLE #3

WHEN PLANNING FOR TRIP BY PPTs STARTED

	TOTAL	Close home	Tour-ing	City trip	Out-door	Re-sort	Cru-ise	Theme Park
Base(All PPTs*)	(6182)	(1743)	(1041)	(1051)	(769)	(1020)	(115)	(478)
3+ mos ago	26%	16%	40%	18%	19%	39%	55%	27%
1-2 mos	27	23	29	31	24	33	15	27
2-3 wks	18	19	14	19	21	15	18	18
One wk	21	30	12	25	27	11	7	21
Same day	7	11	4	6	9	2	5	4
No answer	1	0	1	1	0	0	0	0
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%

NOTES:

All bases are unweighted.

*PPTs = Primary Pleasure Travellers

With Whom PPTs Travelled

Only 6% of the Primary Pleasure Travellers (PPTs) said they travelled alone on their trip. For the individual trip types, this figure ranged from a high of 11% (City Trip) to a low of 3% (Outdoor, Resort, Cruise and Theme Park).

Twenty-nine percent travelled only with a spouse/partner. Cruise travellers (37%) were most likely and Outdoor and Theme Park travellers (20%) were least likely to give this response

Forty-eight percent travelled with family (including the spouse/partner, other family members and/or friends). With respect to the individual trip types, this ranged from a high of 59% (Theme Park) to a low of 40% (City and Close-to-Home).

TABLE #4

WITH WHOM PPTs TRAVELLED

	TOTAL	Close home	Tour-ing	City trip	Out-door	Re-sort	Cru-ise	Theme Park
Base(All PPTs*)	(6182)	(1743)	(1041)	(1051)	(769)	(1020)	(115)	(478)
Travelled:								
Alone	6%	5%	7%	11%	3%	3%	3%	3%
Only with S/P**	29	30	34	31	20	33	37	20
Only with friends	16	15	13	17	22	15	17	16
Family+***	48	49	45	40	55	48	40	59
No answer	1	1	1	1	--	1	3	2
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%

NOTES:

All bases are unweighted

*PPTs = Primary Pleasure Travellers

**S/P = Spouse or partner.

***The "Family+" category consists of those who said they travelled with spouse/partner and friends; with other family members and/or with both family and friends.

Kind of Trips Will Take in Next 2 Years

All Personal Pleasure Travellers (PPTs) were asked, using a five point scale, whether they would or would not take each of the eight types of trips in the next two years. The percent saying that they "definitely would" take a particular type was tabulated.

The Visit to Friends/Relatives and the Close-to-Home trips were by far the most popular options for a vacation "in the next two years " with 57% saying they definitely would visit friends/relatives and 46% saying they definitely would take a Close-to-Home vacation. Outdoors ranked a distant third at 24% while four others clustered together (City Trip, 20%; Touring, 19%; Resort, 17%; Theme Park, 13%). Only 5% said they definitely would take a Cruise in the next two years.

Some measure of "loyalty" to a particular type of trip can be obtained by calculating the percent who said they definitely would take the same kind of trip in the next two years that they had taken in the past year. Forty-four percent of the all PPTs responded in this fashion. The Close-to-Home and the Outdoor travellers were the most loyal with 60% and 59% of each group saying they definitely would take the same kind of trip in the next two years. The Theme Park and the Cruise travellers were the least loyal. Only 26% and 29% of each group said they definitely would take the same kind of trip in the next two years.

TABLE #5

KIND OF TRIP PPTs DEFINITELY

WOULD TAKE IN NEXT TWO YEARS

	TOTAL	Close home	Touring	City trip	Outdoor	Resort	Cruise	Theme Park
Base(All PPTs*)	(6182)	(1743)	(1041)	(1051)	(769)	(1020)	(115)	(478)
Visit F/R	57%	58%	54%	59%	58%	54%	58%	56%
Close home	46	60	36	42	44	40	41	44
Touring	19	18	31	13	17	16	23	16
City trip	20	16	17	32	16	20	23	20
Outdoor	24	24	15	15	59	17	24	18
Resort	17	14	10	12	12	42	19	13
Cruise	5	7	5	4	1	6	29	4
Theme Park	13	13	9	12	10	12	23	26
SAME TRIP	44%	60%	31%	32%	59%	42%	29%	26%

NOTES:

All bases are unweighted.

*PPT = Primary Pleasure Travellers

F/R = friends or relatives

Totals add to more than 100% because of multiple responses.

Sources of Information

All PPTs were asked "While you were planning this trip, which if any of the following information sources did you use? Please indicate as many as apply." They were then handed a card containing the following sources:

"Recommendations of acquaintances/friends/relatives; Newspapers; General magazines; Travel magazines; Books; Television; Radio; Documentary travel films; Travel agent; Tourist office; Airline or other commercial carrier; Others (specify); None of the above."

Twenty-six percent of all PPTs responded "none of the above" to the sources of information question. Close-to-Home travellers (36%) were most likely to say this while Cruise travellers (7%), who apparently rely more heavily on advice than the other groups, were least likely to respond in this fashion.

Two non-media sources -- Friends (49%) and Travel Agents (12%) were the ones cited most frequently as sources. Newspapers and Travel Magazines ranked first among the media sources, each being mentioned by 8% of all PPTs. The types of travellers most likely to consult newspapers were Theme Park (15%), Cruise (14%) and the City Trip (11%) travellers.

Twenty percent of all PPTs mentioned consulting at least one mass medium. Among that number, 38% mentioned

Newspapers or Travel Magazines. The percents mentioning the other media were: TV (26%); General Magazines (17%); Books (12%); Radio (12%) and Travel Films (4%). The travellers most likely to utilize a mass media source were Resort (38%), Theme Park (36%) and Cruise (31%). The Outdoor (13%) and the Close-to-Home (15%) groups were the least likely to utilize mass media as a source of information for their upcoming trip.

There was a great deal of multiple use of media sources. For example, 45% of those who used Radio also consulted TV; 38% of the General Magazine users also consulted TV and 36% also consulted Newspapers. Newspaper and Travel Magazine users were the ones least likely to consult other media while General Magazine and Book users were the ones most likely to do so.

The mass media data were also examined by two key characteristics -- the length of time taken to plan the trip and whether or not the respondent "played a major role" in deciding where to go.

Forty-eight percent of all PPTs took less than a month and 51% took a month or more to plan their trip. One percent did not answer the question. Some interesting differences emerged. Planning time was not related to Newspaper use but it was related to the use of Travel

Magazines. Only 4% of the "Short" planners consulted Travel Magazines but 11% of the "Long" (one month or more) planners did so. As a consequence, Newspaper and Television ranked one-two among the Short planners while Travel Magazines and Newspaper ranked one-two among the "Long" planners.

With reference to the other question, the rank order and the percents who consulted the individual mass media were the same among all PPTs and among the 69% who said they played a major role in deciding where to go on the vacation trip. In other words, decision-makers apparently utilized the mass media to the same extent and in the same manner as the non-decision makers.

TABLE #6

SOURCES OF INFORMATION FOR A RANDOMLY SELECTED TRIP TAKEN IN LAST 12 MONTHS

	TOTAL	Close home	Tour-ing	City trip	Out-door	Re-sort	Cru-ise	Theme Park
Base(All PPTs*)	(6182)	(1743)	(1041)	(1051)	(769)	(1020)	(115)	(478)
MEDIA:	20%	15%	25%	22%	13%	38%	31%	36%
Newspapers	8%	6%	8%	11%	4%	6%	14%	15%
Gen mags	3	2	5	4	2	3	9	6
Travel mag	8	5	13	6	6	10	15	9
Books	2	2	5	1	1	3	2	3
TV	5	3	5	6	2	3	12	18
Radio	2	2	2	4	2	1	3	7
Travel films	1	0	1	0	2	0	8	1
NON-MEDIA:								
Friend/rel	49	45	49	56	53	47	51	52
Trav agent	12	4	15	10	3	23	67	14
Tourist off	3	2	5	2	2	4	5	3
Airlines**	4	1	4	6	0	7	10	4
NONE	26	36	19	26	30	22	7	18

NOTES:

All bases are unweighted. Percents add to more than 100 because of multiple responses. *PPT = Primary Pleasure Travellers. **Includes other carriers.

TABLE #7

DUPLICATE USE OF SELECTED MEDIA AS SOURCES OF INFORMATION IN PLANNING A TRIP

	News	Trav Mags	TV	Gen Mags	Books	Radio
Base*	(493)	(452)	(280)	(197)	(152)	(130)
Newspapers	--	20%	34%	36%	26%	35%
Travel mag	20	--	20	38	39	14
TV	23	13	--	23	18	45
Gen mags	16	17	15	--	23	12
Books	8	12	8	16	--	7
Radio	11	17	21	9	7	--
AVERAGE DUPLICATION	16%	16%	20%	24%	23%	19%

NOTES:

All bases are unweighted

*Base = number of persons using a particular medium as a source of information for a randomly selected pleasure trip, if person took more than one during the past 12 months.

Percentages add to more than 100 because of multiple mentions.

TABLE 7A

MASS MEDIA SOURCES OF INFORMATION USED BY THOSE PPTS WHO TOOK A SHORT VS THOSE WHO TOOK A LONG TIME TO PLAN THE TRIP AND BY THOSE WHO PLAYED A MAJOR ROLE IN DECIDING WHERE TO GO

		Planning Time**		Played
Base(All)	TOTAL	Short	Long	Major Role
PPTs*)	(6182)	(2962)	(3158)	(4281)
Newspapers	8%	7%	8%	8%
Gen. mags	3	2	5	3
Travel mags	8	4	11	8
Books	2	1	4	3
TV	5	7	4	5
Radio	2	2	2	2
Travel films	1	1	0	1

NOTES:

All bases are unweighted.

*PPT = Primary Pleasure Travellers

**Planning Time/ Short = Less than one month;

Long = one month or more.

Satisfaction with Information Received

PPTs who reported asking Travel Agents, Tourist Offices or Airlines (or some other commercial carrier) for information were asked whether or not they were satisfied with the information they received.

The vast majority (more than 90%) said they were satisfied. Differences by type of trip were not, in general, very great and should be interpreted cautiously because of the small bases. However, it is interesting to note that City Trip travellers reported the lowest degree of satisfaction. Only 73% of the City Trip travellers, for example, were satisfied with Tourist Office information whereas 98% of the Resort travellers and 92% of all PPTs were satisfied with the information they received from a Tourist Office.

TABLE #8

PERCENT SATISFIED WITH INFORMATION

FROM: TRAVEL AGENT

	TOTAL	Close home	Tour-ing	City trip	Out-door	Re-sort	Cru-ise	Theme Park
Base*	(770)	(71)	(165)	(123)	(15)	(246)	(71)	(76)
	91%	86%	92%	90%	83%	92%	98%	92%

TABLE #9

PERCENT SATISFIED WITH INFORMATION

FROM: TOURIST OFFICES

	TOTAL	Close home	Tour-ing	City trip	Out-door	Re-sort	Cru-ise	Theme Park
Base*	(205)	(35)	(56)	(29)	(15)	(43)	(9)	(17)
	92%	90%	94%	73%	95%	98%	88%	93%

NOTES:

All bases are unweighted

*Base = those who mentioned using a particular service

TABLE #10

PERCENT SATISFIED WITH INFORMATION

FROM: AIRLINES OR OTHER CARRIERS

	TOTAL	Close home	Tour-ing	City trip	Out-door	Re-sort	Cru-ise	Theme Park
Base*	(256)	(28)	(52)	(77)	(2)	(70)	(10)	(16)
	90%	96%	82%	85%	100%	97%	95%	89%

NOTES:

All bases are unweighted.

*Base = those who mentioned using a particular service

Where PPTs Live

Where a person lived bore little relationship to his/her being classified as a Primary Pleasure Traveller (PPT). PPTs distributed across the country in much the same fashion as all persons interviewed for this study and, in fact, in much the same fashion as the nation at large, as indicated by Census figures.

There were, however, some interesting differences by trip type. For example:

-- 31% of the Touring group lived in the Northeast (compared to 24% for all PPTs)

-- 35% of the City Trip group lived in the South (compared to 32% for all PPTs)

-- 34% and 28% of the Resort group lived in the South and Northeast respectively (compared to 32% and 24% for all PPTs.

-- 37% and 24% of the Cruise travellers lived in the South and West (compared to 32% and 20% for all PPTs).

-- 41% of the Theme Park (and other special events) visitors lived in the South (compared to 32% for all PPTs)

TABLE #11

REGION OF THE COUNTRY

	All Rs	All PPTs	Census Data
Base	(8873)	(6182)	---
Northeast	23%	24%	22%
North Central	25	24	25
South	32	32	34
West	20	20	19
TOTAL	100%	100%	100%

NOTES:

All bases are unweighted

Rs = respondents; PPT = Primary Pleasure Travellers

Source of Census data: Statistical Abstracts of the United States: 1986 (106th ed), Washington, D.C., 1985 Data are for 1984 and for all residents, 18+. Data for persons 16-18 were not included in this report.

TABLE #12

REGION OF THE COUNTRY FOR EACH TRIP TYPE

	TOTAL	Close home	Tour-ing	City trip	Out-door	Re-sort	Cru-ise	Theme Park
Base(All PPTs*)	(6182)	(1743)	(1041)	(1051)	(769)	(1020)	(115)	(478)
Northeast	24%	22%	31%	21%	23%	28%	17%	18%
North Cen.	24	23	24	25	29	21	22	27
South	32	34	28	35	22	34	37	41
West	20	22	17	19	25	17	24	15
No answer	--	0	0	0	1	0	0	0
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%

NOTES:

All bases are unweighted.

*PPTs = Primary Pleasure Travellers

Age Distribution

Age data were obtained from all 8873 respondents. As with region, the differences between the Primary Pleasure Travel (PPT) market and all respondents were quite small. The differences among some of the individual trip types, however were fairly large. For example:

-- 47% of the Cruise and 40% of the Touring group were 51 or older (compared to 29% for all PPTs)

-- 57% of the Outdoor and 52% of the Theme Park travellers were 16-35 (compared to 47% for all PPTs).

Thus, it would appear that the Cruise and Touring trips attract a somewhat older while the Outdoor and Theme Park trips attract a somewhat younger pleasure traveller.

TABLE #13

AGE OF PPTs AND ALL RESPONDENTS

	All Rs	All PPTs
Base	(8873)	(6182)
16-25 yrs	22%	23%
26-35	24	24
36-50	23	24
51-65	20	20
66+	10	9
No answer	1	--
TOTAL	100%	100%

NOTES:

All bases are unweighted

PPTs = Primary Pleasure Travellers

Rs = respondents

TABLE #14

AGE OF PRIMARY PLEASURE TRAVELLERS

	TOTAL	Close home	Tour-ing	City trip	Out-door	Re-sort	Cru-ise	Theme Park
Base(All PPTs*)	(6182)	(1743)	(1041)	(1051)	(769)	(1020)	(115)	(478)
16-25 yrs	23%	21%	17%	28%	26%	23%	11%	27%
26-35	24	26	20	21	31	23	20	25
36-50	24	25	22	22	21	25	22	28
51-65	20	20	26	19	16	19	35	12
66+	9	7	14	10	5	10	12	6
No An.	--	1	1	0	1	0	0	2
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%

NOTES:

All bases are unweighted.

*PPTs = Primary Pleasure Travellers

Sex of Respondents

Sex was also ascertained of all respondents. Overall, the differences were small. Women comprised 52% of all respondents and 50% of the Primary Pleasure Travel (PPT) market. Women comprised 52% of those taking a Close-to-Home, Touring or City trip but only 44% of the Outdoor travellers.

TABLE #15

SEX OF ALL RESPONDENTS AND ALL PPTs*

	All Rs**	All PPTs*
Base	(8873)	(6182)
Male	48%	49%
Female	52	50
No answer	-	1
TOTAL	100%	100%

NOTES:

All bases are unweighted

*PPTs = Primary Pleasure Travellers

**Rs = Respondents

TABLE #16

SEX OF PRIMARY PLEASURE TRAVELLERS

	TOTAL	Close home	Tour-ing	City trip	Out-door	Re-sort	Cru-ise	Theme Park
Base(All PPTs*)	(6182)	(1743)	(1041)	(1051)	(769)	(1020)	(115)	(478)
Male	49%	48%	48%	48%	55%	50%	51%	48%
Female	50	52	52	52	44	50	49	47
No answer	1	0	0	0	1	0	0	5
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%

NOTES

All bases are unweighted.

*PPTs = Primary Pleasure Travellers

Marital Status of PPTs

Two-thirds of the Primary Personal Travellers (PPTs) were married. These data were not gathered among all respondents so no such comparison is possible. However, it is interesting to note that according to 1985 Census data 63% of those 18+ were married. Thus, marital status does not appear to be a major factor in being (or not being) classified as a PPT.

From 60% to 70% of the people taking the various types of trips were married.

Singles (never married) comprised 28% of the City, 27% of the Theme Park, 26% of the Outdoor and only 19% of the Touring market (compared to 24% for all PPTs).

Nine percent of the total PPT market were "separated, divorced or widowed." The range for the individual trip types was from 7% (Outdoor, Resort and Theme Park) to 11% (Touring, City Trip and Cruise).

TABLE #17

MARITAL STATUS OF THE PPTs*

	TOTAL	Close home	Tour-ing	City trip	Out-door	Re-sort	Cru-ise	Theme Park
Base(All PPTs*)	(6182)	(1743)	(1041)	(1051)	(769)	(1020)	(115)	(478)
Single	24%	22%	19%	28%	26%	24%	22%	27%
Married	67	69	70	60	67	69	67	63
S/D/W**	9	9	11	11	7	7	11	7
No answer	--	0	--	1	--	--	0	3
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%

NOTES:

All bases are unweighted.

*PPTs = Primary Pleasure Travellers

**S/D/W = Separated, divorced or widowed.

Education of PPTs

Nineteen percent of the Primary Pleasure Travellers completed college or some graduate training. Another 22% had some college training while 38% were high school graduates.

Education, however, does not appear to be a factor in being a PPT since the PPT education distribution paralleled in most respects that of all US residents (25+) as reported by the Census Bureau for 1984 (the latest date for which such data were available). The only major differences were in the higher percentages reporting 1-3 years of college (22% for PPTs to 16% for Census), and the corresponding lower percentages who did not complete high school (20% for PPTs to 27% for the Census). However, this difference may well be due to the fact that the travel study was done among persons, 16+. The Census Bureau report was for an older (25+) population and the younger group (16-24) has a fairly high "in school" figure.

There are a few notable differences among the trip types. For example, 51% of the Cruise travellers were high school graduates, compared to 38% for all PPTs; 49% of the Resort group had at least some college and 25% were college grads, compared to 41% and 19% for all PPTs respectively.

TABLE #18

EDUCATION OF PRIMARY PLEASURE TRAVELLERS

	TOTAL	Close home	Tour-ing	City trip	Out-door	Re-sort	Cru-ise	Theme Park
Base(All PPTs*)	(6182)	(1743)	(1041)	(1051)	(769)	(1020)	(115)	(478)
Less than HS grad	20%	19%	22%	24%	21%	15%	12%	19%
HS grad	38	37	41	35	43	36	51	37
Some col	22	24	18	23	21	24	22	18
Col grad+	19	20	17	17	15	25	12	23
No answer	1	--	1	1	--	--	3	3
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%

NOTES:

All bases are unweighted.

*PPTs = Primary Pleasure Travellers

Income (Total Household) of PPTs

The Primary Pleasure Travel (PPT) market is somewhat upscale. According to Census figures, the average (median) household in the United States earned $22,415 in 1984. Forty-nine percent of PPTs earned more than that with 13% reporting total household earnings of $50,000 or more.

This upscale skew is especially noticeable among the Resort and Cruise travellers where 19% of the former and 16% of the latter reported household incomes of $50,000 or more.

It should also be noted that 18% of the PPTs did not respond to the household income question.

TABLE #19

HOUSEHOLD INCOME (IN THOUSANDS) OF

PRIMARY PLEASURE TRAVELLERS

	TOTAL	Close home	Tour-ing	City trip	Out-door	Re-sort	Cru-ise	Theme Park
Base(All PPTs*)	(6182)	(1743)	(1041)	(1051)	(769)	(1020)	(115)	(478)
Income(000):								
Below $15	14%	15%	18%	19%	15%	9%	4%	9%
$15-$24	19	21	18	20	20	15	22	23
$25-$49	36	36	34	32	36	41	36	37
$50+	13	12	12	9	12	19	16	12
No answer	18	16	18	19	17	16	22	19
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%

NOTES:

All bases are unweighted.

*PPTs = Primary Pleasure Travellers

Spanish or Hispanic Origin of PPTs

According to Census Bureau statistics in 1985 6% of the resident U.S. population, 18+, were of Spanish origin. The Census Bureau does not publish data for the Spanish-origin, 16+. Since 7% of the PPTs were of Spanish origin, it would appear that this factor bore little relation to being or not being in the PPT market.

With reference to the individual trip types, from 3% of the Resort group to 11% of the City Trip travellers were of Spanish origin.

TABLE #20

HISPANIC ORIGIN OF PPT MARKET*

	TOTAL	Close home	Tour-ing	City trip	Out-door	Re-sort	Cru-ise	Theme Park
Base(All PPTs*)	(6182)	(1743)	(1041)	(1051)	(769)	(1020)	(115)	(478)
Hispanic								
Yes	7%	6%	8%	11%	6%	3%	9%	9%
No	93	93	91	89	94	96	91	90
No answer	--	1	1	0	0	1	0	1
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%

NOTES:

All bases are unweighted.

*PPTs = Primary Pleasure Travellers

Accommodations Used by PPTs

Primary Pleasure Travellers (PPTs) were asked "what type(s) of accommodation did you use on this trip" (the trip randomly selected for intensive interviewing). They were shown a list and urged to mention all that they used on the trip in question.

Motels (34%) and Hotels (26%) were the accommodations most frequently mentioned. The "home of a friend or relative" (16%) and campground/trailer park (15%) were next in frequency of mention.

There were considerable differences by type of pleasure trip. Outdoor travellers were not heavy users of hotels or motels. Only 3% used hotels and 9% used motels. the vast majority (65%) used campground/trailer park accommodations. All of the other types were reasonably heavy users of hotels or motels and three groups -- Touring, City Trip and Theme Park --were above average in their use of hotels/motels.

It should be noted that only 72% of the Cruise travellers reported using a cruise ship as an accommodation on this trip. The remainder probably mentioned "cruise ship" when asked an earlier question about the type(s) or transportation used to get to and from their destination. Sixty-two percent mentioned using a cruise ship to get them to and from their destination.

TABLE #21

ACCOMMODATIONS USED BY PPT MARKET*

	TOTAL	Close home	Tour-ing	City trip	Out-door	Re-sort	Cru-ise	Theme Park
Base(All PPTs*)	(6182)	(1743)	(1041)	(1051)	(769)	(1020)	(115)	(478)
Home of friend/rel	16%	16%	20%	28%	5%	6%	7%	19%
Hotel	26	17	38	39	3	31	28	33
Motel	34	36	49	35	9	26	16	45
Resort Lodge	5	4	5	1	2	13	6	1
Campground/ Trail park	15	12	9	4	65	4	1	6
Cruise Ship	1	--	--	0	0	--	72	--

NOTES:

All bases are unweighted.

*PPTs = Primary Pleasure Travellers

Percentages add to more than 100 because of multiple mentions

Other Services Used by PPTs

Sixteen percent of the Primary Pleasure Travel (PPT) market flew on their trip; 15% let a travel agent book all or part of the trip; 13% used a package trip and 8% rented a car.

There were great differences by type of trip. For example, 64% of the Cruise, 27% of the Touring and 26% of the Resort travellers let a travel agent book all or part of the trip but only 3% of the Close-to-Home and 2% of the Outdoor travellers did so. Forty-one percent of the Cruise, 29% of the Resort, 27% of the Touring and 21% of the City Trip travellers flew but only 4% of the Outdoor and 3% of the Close-to-Home travellers did so.

The 16% who flew were also asked what airline did they use. The airlines mentioned by at least 5% of the flyers were:

-- Eastern (12%); Delta and United (11%)

-- American (10%), TWA and Western (5%)

Pam Am was mentioned by 4% of the flyers.

TABLE #22

OTHER SERVICES USED BY THE PPT MARKET

	TOTAL	Close home	Tour-ing	City trip	Out-door	Re-sort	Cru-ise	Theme Park
Base(All PPTs*)	(6182)	(1743)	(1041)	(1051)	(769)	(1020)	(115)	(478)
Airplane	16%	3%	27%	21%	4%	29%	41%	13%
Car rental	8	2	12	6	2	16	13	9
Trav agent	15	3	27	14	2	26	64	14
Pack trip	13	5	23	10	5	20	60	13

NOTES:

All bases are unweighted.

*PPTs = Primary Pleasure Travellers

Percentages may add to more than 100 because of multiple mentions

TABLE #23

AIRLINES USED BY 5% OF PPT* FLYERS

	TOTAL	Close home	Tour-ing	City trip	Out-door	Re-sort	Cru-ise	Theme Park
Base(All Flyers)	(1094)	(72)	(304)	(238)	(22)	(312)	(63)	(82)
American	10%	4%	12%	5%	0%	13%	8%	7%
Delta	11	16	6	11	2	15	10	21
Eastern	12	6	9	12	0	15	24	18
TWA	5	2	8	5	0	2	7	5
United	11	10	12	7	7	13	21	11
Western	5	8	2	3	6	9	4	0

NOTES:

All bases are unweighted.

*PPT = Primary Pleasure Travellers